

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
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R 220852Z APR 76  
FM AMEMBASSY MOSCOW  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 2866

UNCLAS MOSCOW 6246

USDOC FOR OEWT/ABRAHAMSON BEWT/THOMPSON

E.O. 11652: N/A  
TAGS: BEXP, UR  
SUBJECT: INTERBYTMASH 76

1. COMATT AND DEPUTY DIRECTOR U.S. COMMERCIAL OFFICE MET WITH BRIAN REARDON, USSR MANAGER FOR INTERNATIONAL HARVESTER, ON APRIL 21 TO DISCUSS I.H. PARTICIPATION IN SUBJECT EXHIBITION.
2. MR. REARDON ADVISED THAT I.H. HAD FILED FORMAL APPLICATION WITH USSR CHAMBER OF COMMERCE AND INDUSTRY FOR 600 SQUARE METERS, BUT WOULD BE PREPARED TO PARTICIPATE IN USDOC PAVILION IF HE COULD NEGOTIATE HIS OWN FREIGHT AND CONSTRUCTION CONTRACTS. REARDON ALREADY HAS TENTATIVE CONSTRUCTION CONTRACT WITH FINNFAIR (WHICH HAS HANDLED PREVIOUS I.H. EXHIBITS IN USSR AND IS ALSO RESPONSIBLE FOR WORK ON I.H. OFFICE AND APARTMENTS IN MOSCOW) AND WOULD PREFER TO MAKE SHIPPING ARRANGEMENTS WITH NURMINEN. IF CARRIED OUT, THIS SOLUTION WOULD PLACE I.H. IN U.S. PAVILION BUT COMPANY'S ONLY DIRECT RELATIONSHIP WITH USDOC WOULD BE FOR SPACE RENTAL. OVERALL U.S. IMAGE WOULD BENEFIT FROM PRESENCE OF I.H. IN SAME BUILDING AND DIRECTLY ADJACENT TO USDOC EXHIBIT. WE RECOGNIZE USDOC'S RELUCTANCE TO ALLOCATE LARGE AMOUNT OF SPACE TO SINGLE EXHIBITOR BUT FEEL OTHER U.S. FIRMS WOULD HAVE NO BASIS FOR OBJECTING TO LARGE AREA TAKEN BY I.H. SINCE I.H. WOULD, IN EFFECT, ONLY BE SUB-LEASING SPACE.

3. IF THIS ARRANGEMENT AGREEABLE TO BEWT, THEN TOTAL SPACE TO BE FILLED FROM OTHER SOURCES WOULD BE APPROXIMATELY 1100
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SQUARE METERS. WHILE I.H. PRINCIPAL EXHIBITOR, THEIR "BOOTH"

WOULD GIVE CORPORATE IDENTIFICATION TO ELGIN-LEACH, INC. AND TO THE HENRY R. JAHN CO. THESE TWO FIRMS ARE MAJOR VENDORS OF EQUIPMENT INSTALLED ON THE I.H. TRUCKS, I.E. STREET SWEEPERS, GARBAGE COLLECTOR/COMPACTOR, AND SNOW REMOVAL.

4. REARDON IS MEETING WITH CHAMBER THIS WEEK TO DISCUSS STATUS OF HIS APPLICATION. WE SHOULD KNOW OUTCOME OF THIS MEETING BY APRIL 26. IF USDOC STILL HAS LARGE AMOUNT OF UNSOLD SPACE, WE STRONGLY RECOMMENT THAT BEWT CONSIDER SUGGESTION PARA 2 ABOVE.

5. WE HAVE ALSO LEARNED THAT INTERTORG HAS REQUESTED 300 SQUARE METERS IN INTERBYTMASH. WE UNDERSTAND THAT INTERTORG WILL REPRESENT CLARK EQUIPMENT COMPANY AMONG OTHERS. BEWT/TPD SHOULD CONTACT GEORGE ELBAUM OR TAMARA KERIM IN LOS ANGELES (213-478-1541) TO CONFIRM THEIR PARTICIPATION. IF POSSIBLE, INTERTORG SHOULD BE ENCOURAGED TO PARTICIPATE IN USA PAVILLION.  
STOESSEL

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